



Homescreen and Channel Store Artwork Guidelines

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<http://DOMAIN.COM/XXXNEEDURLXXX>

Getting Started

Creating great looking artwork with your channel's logo and branding for the Channel Store, Home Screen, and your channel overhang is a easy process. This document can help make your channel artwork look even better. Here's a list of solutions to common issues:

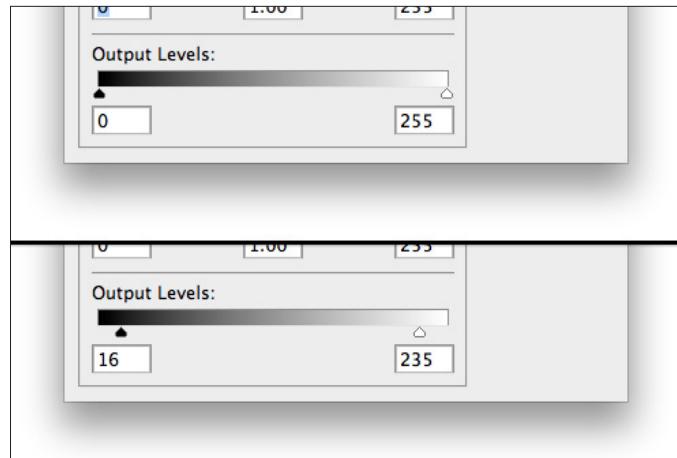
RGB color values should be between 16 and 235.

Because TVs display color differently, RGB color values less than 16 appear too dark, while values that exceed 235 appear blown out. Correcting existing art in Adobe Photoshop is often as easy as adjusting the image Levels. To do this, open your existing art in Photoshop, then drop-down the following menus:

Image -> Adjustments -> Levels...

Next, raise the dark output levels to 16, while lowering the lighter output levels to 235. Additionally,

you can use the respective Photoshop templates located at <http://DOMAIN.COM/XXXNEEDURLXXX> to quickly create TV-safe colors by dropping your art into the bottom folder labeled "Put your artwork in here!" The overlays we provide will do the rest, so export your image for use in your channel!



Exporting channel art for the Roku Channel Store and Home screen

Channel artwork must be submitted to the Channel Store in the following six sizes.

NOTE: The following aspect ratios are not proportional, so simply scaling a single master icon may not result in proper geometry. If you're new to calculating aspect ratios, it's best to create a new image document with the correct display and pixel aspect ratio for each resolution type.

Channel artwork for the Roku Channel Store:

HD version: 290px (W) x 218px (H)

SD version: 214px (W) x 144px (H)

Channel artwork for the Roku home screen:

Focus HD: 336px (W) x 210px (H)

Focus SD: 248px (W) x 140px (H)

Sides HD: 108px (W) x 69px (H)

Sides SD: 80px (W) x 46px (H)

To maintain high quality display of your logo through possible format conversion processes, we recommend you submit your image as either an 8bit 256-color PNG or 24bit PNG. However, if channel file size becomes an issue for your package, JPEG is also an acceptable compression type.

Don't round corners, add borders, or leave transparencies

Though several Roku UI elements make use of system masks and overlay art to display channel artwork with rounded corners, authors should never round corners or add borders in actual channel artwork. Also, channel art should not contain alpha transparency, the canvas should be 100% filled.



Colors and thin lines appear differently on television than they do on a computer monitor

- Use de-saturated (low saturation) colors to avoid bleeding. High saturation colors might also be called vibrant, hot, intense, bright, loud, etc. Lowering the saturation might also be called toning it down, muting the color, making the color duller.
- Cool colors (blues, purples, and grays) tend to perform better and have less bleeding on TVs than warm colors (reds, oranges, and yellows).
- Avoid putting high-contrast colors next to each other as they might vibrate or flicker.
- Make sure lines are at least 2 pixels wide, and do not use fine detail or single pixel elements on your screens. Avoid bordering areas of high contrast colors. This avoids screen flicker that occurs with interlaced displays, which render TV images alternating odd and even scan lines. This occurs predominantly on SD displays.

When you create art for SD televisions, use non-square pixels

The best way to make sure you're using a correct 1:0.91 pixel aspect ratio for SDTV output is to use the Adobe Photoshop new file preset:

Film & Video -> Size: NTSC DV.

From this point, any artwork imported into this document will automatically be adjusted to display correctly on SDTV displays.

Additionally, the pixel aspect ratio of an existing document can be modified using the View menu: View -> Pixel Aspect Ratio -> D1/DV NTSC (0.91), though this setting will only produce an accurate display, it won't automate aspect ratio corrections. Using this technique will still require artwork to be transformed or re-imported to be corrected.

Channel title and visual elements

Often times deciding what visual elements to include in your channel artwork is as simple as dropping in a company or product logo. However, we know some developers may not have previously existing artwork or a design resource. In its most basic form, channel artwork should include the channel name in 14 point bitmap-rendered text, including non-focused Home screen art. Well-developed Visual elements and design can only increase appeal and demand for your channel.

Additional suggestions on improving the visual appeal and meeting the technical challenges of output to a television can be found in Section 3.1 of the *Roku Streaming Player Design Guidelines* on our Developer website at http://c1807832.cdn.cloudfiles.rackspacecloud.com/DesignGuidelines_v27.pdf

Good luck!

